



DRIVE TIME DEMOGRAPHICS

10-MINUTE DRIVE TIME

Richwood, Texas

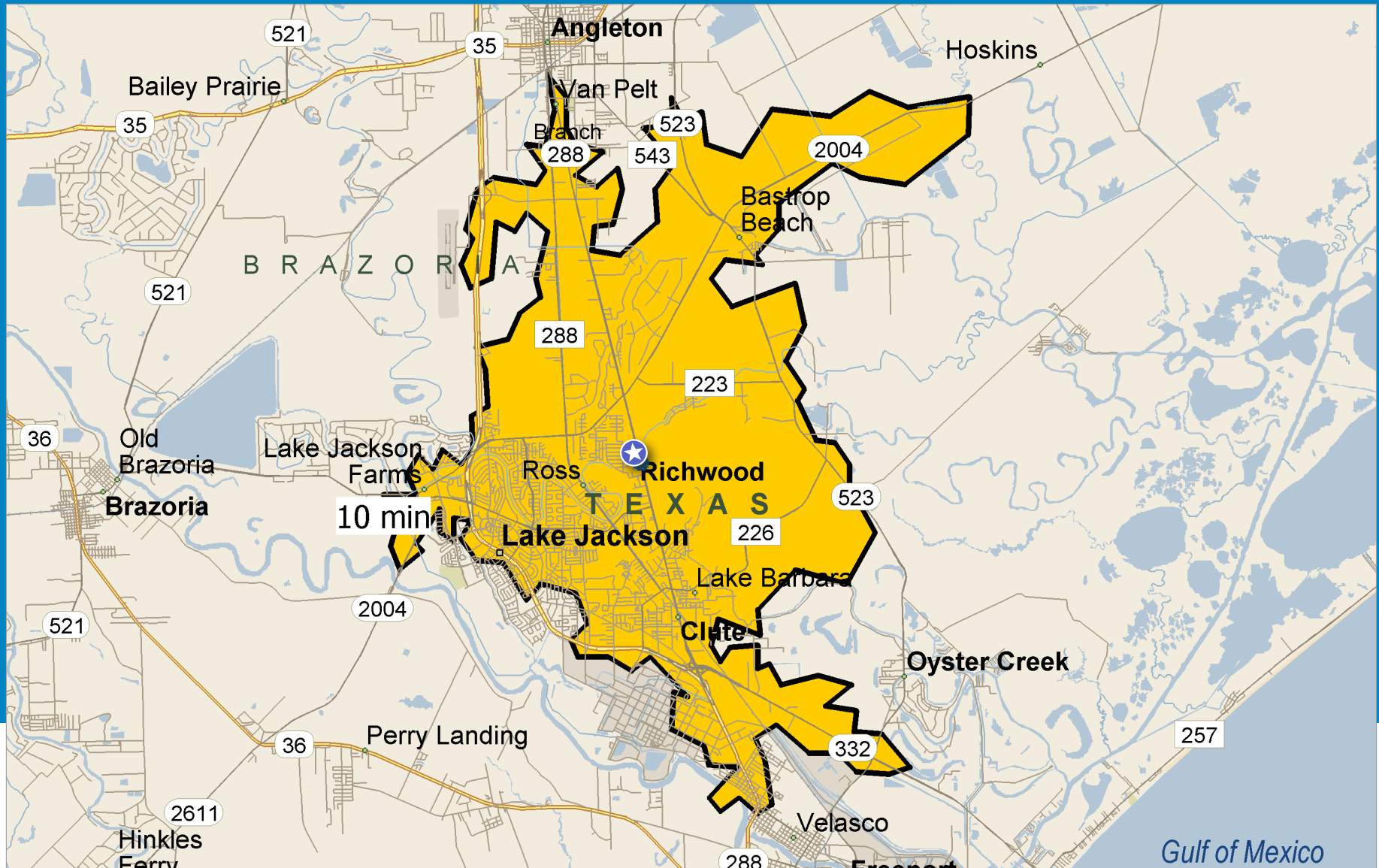


Prepared for
City of Richwood
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10-Minute Drive Time

Richwood, Texas



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Drive Time Demographics | 10-Minute Drive Time

Richwood, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	40,692	
2014 Estimate	39,298	
2010 Census	38,735	
2000 Census	37,643	
Growth 2014-2019	3.55%	
Growth 2010-2014	1.45%	
Growth 2000-2010	2.90%	
2014 Est. Pop by Single Race Class	39,298	
White Alone	30,966	78.80
Black or African American Alone	2,443	6.22
Amer. Indian and Alaska Native Alone	275	0.70
Asian Alone	489	1.24
Native Hawaiian and Other Pac. Isl. Alone	12	0.03
Some Other Race Alone	3,965	10.09
Two or More Races	1,148	2.92
2014 Est. Pop Hisp or Latino by Origin	39,298	
Not Hispanic or Latino	24,422	62.15
Hispanic or Latino:	14,876	37.85
Mexican	12,789	85.97
Puerto Rican	158	1.06
Cuban	44	0.30
All Other Hispanic or Latino	1,886	12.68

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	14,876	
White Alone	9,979	67.08
Black or African American Alone	126	0.85
American Indian and Alaska Native Alone	149	1.00
Asian Alone	33	0.22
Native Hawaiian and Other Pacific Islander Alone	3	0.02
Some Other Race Alone	3,912	26.30
Two or More Races	674	4.53
2014 Est. Pop. Asian Alone Race by Cat	489	
Chinese, except Taiwanese	104	21.27
Filipino	17	3.48
Japanese	29	5.93
Asian Indian	155	31.70
Korean	5	1.02
Vietnamese	56	11.45
Cambodian	32	6.54
Hmong	0	0.00
Laotian	0	0.00
Thai	5	1.02
All Other Asian Races Including 2+ Category	87	17.79
2014 Est. Population by Ancestry	39,298	
Pop, Arab	9	0.02
Pop, Czech	390	0.99
Pop, Danish	31	0.08
Pop, Dutch	232	0.59
Pop, English	2,452	6.24
Pop, French (except Basque)	720	1.83
Pop, French Canadian	62	0.16
Pop, German	3,989	10.15
Pop, Greek	88	0.22

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DESCRIPTION	DATA	%
Pop, Hungarian	37	0.09
Pop, Irish	2,167	5.51
Pop, Italian	345	0.88
Pop, Lithuanian	0	0.00
Pop, United States or American	2,216	5.64
Pop, Norwegian	101	0.26
Pop, Polish	350	0.89
Pop, Portuguese	17	0.04
Pop, Russian	70	0.18
Pop, Scottish	1,160	2.95
Pop, Scotch-Irish	402	1.02
Pop, Slovak	7	0.02
Pop, Sub-Saharan African	50	0.13
Pop, Swedish	245	0.62
Pop, Swiss	6	0.02
Pop, Ukrainian	9	0.02
Pop, Welsh	207	0.53
Pop, West Indian (exc Hisp groups)	22	0.06
Pop, Other ancestries	19,791	50.36
Pop, Ancestry Unclassified	4,124	10.49
2014 Est. Pop Age 5+ by Language Spoken At Home	36,300	
Speak Only English at Home	27,067	74.56
Speak Asian/Pac. Isl. Lang. at Home	425	1.17
Speak Indo-European Language at Home	405	1.12
Speak Spanish at Home	8,384	23.10
Speak Other Language at Home	20	0.06
2014 Est. Population by Sex	39,298	
Male	19,465	49.53
Female	19,833	50.47

DESCRIPTION	DATA	%
2014 Est. Population by Age	39,298	
Age 0 - 4	2,998	7.63
Age 5 - 9	2,891	7.36
Age 10 - 14	2,971	7.56
Age 15 - 17	1,857	4.73
Age 18 - 20	1,673	4.26
Age 21 - 24	2,271	5.78
Age 25 - 34	5,276	13.43
Age 35 - 44	4,774	12.15
Age 45 - 54	5,262	13.39
Age 55 - 64	4,760	12.11
Age 65 - 74	2,641	6.72
Age 75 - 84	1,391	3.54
Age 85 and over	534	1.36
Age 16 and over	29,828	75.90
Age 18 and over	28,582	72.73
Age 21 and over	26,909	68.47
Age 65 and over	4,566	11.62
2014 Est. Median Age	34.5	
2014 Est. Average Age	36.10	

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DESCRIPTION	DATA	%
2014 Est. Male Population by Age	19,465	
Age 0 - 4	1,524	7.83
Age 5 - 9	1,477	7.59
Age 10 - 14	1,526	7.84
Age 15 - 17	937	4.81
Age 18 - 20	852	4.38
Age 21 - 24	1,133	5.82
Age 25 - 34	2,627	13.50
Age 35 - 44	2,333	11.99
Age 45 - 54	2,580	13.25
Age 55 - 64	2,411	12.39
Age 65 - 74	1,268	6.51
Age 75 - 84	608	3.12
Age 85 and over	190	0.98
2014 Est. Median Age, Male	33.7	
2014 Est. Average Age, Male	35.50	
2014 Est. Female Population by Age	19,833	
Age 0 - 4	1,474	7.43
Age 5 - 9	1,414	7.13
Age 10 - 14	1,444	7.28
Age 15 - 17	920	4.64
Age 18 - 20	821	4.14
Age 21 - 24	1,138	5.74
Age 25 - 34	2,650	13.36
Age 35 - 44	2,441	12.31
Age 45 - 54	2,682	13.52
Age 55 - 64	2,349	11.84
Age 65 - 74	1,373	6.92
Age 75 - 84	782	3.94
Age 85 and over	344	1.73

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	35.2	
2014 Est. Average Age, Female	36.80	
2014 Est. Pop Age 15+ by Marital Status	30,439	
Total, Never Married	8,049	26.44
Males, Never Married	4,406	14.47
Females, Never Married	3,642	11.96
Married, Spouse present	15,082	49.55
Married, Spouse absent	1,757	5.77
Widowed	1,892	6.22
Males Widowed	403	1.32
Females Widowed	1,489	4.89
Divorced	3,660	12.02
Males Divorced	1,722	5.66
Females Divorced	1,938	6.37
2014 Est. Pop. Age 25+ by Edu. Attainment	24,638	
Less than 9th grade	1,536	6.23
Some High School, no diploma	2,187	8.88
High School Graduate (or GED)	5,970	24.23
Some College, no degree	7,379	29.95
Associate Degree	2,459	9.98
Bachelor's Degree	3,538	14.36
Master's Degree	1,103	4.48
Professional School Degree	202	0.82
Doctorate Degree	264	1.07
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	7,816	
CY Pop 25+, Hisp/Lat, < High School Diploma	2,975	38.06
CY Pop 25+, Hisp/Lat, High School Graduate	1,808	23.13
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	2,629	33.64
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	404	5.17

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DESCRIPTION	DATA	%
Households		
2019 Projection	15,107	
2014 Estimate	14,432	
2010 Census	14,029	
2000 Census	13,336	
Growth 2014-2019	4.67%	
Growth 2010-2014	2.88%	
Growth 2000-2010	5.19%	
2014 Est. Households by Household Type	14,432	
Family Households	10,665	73.90
Nonfamily Households	3,767	26.10
2014 Est. Group Quarters Population	221	
2014 HHs by Ethnicity, Hispanic/Latino	4,303	29.82
2014 Est. HHs by HH Income	14,432	
CY HHs, Inc < \$15,000	1,301	9.01
CY HHs, Inc \$15,000 - \$24,999	1,436	9.95
CY HHs, Inc \$25,000 - \$34,999	1,532	10.62
CY HHs, Inc \$35,000 - \$49,999	1,896	13.14
CY HHs, Inc \$50,000 - \$74,999	2,663	18.45
CY HHs, Inc \$75,000 - \$99,999	1,979	13.71
CY HHs, Inc \$100,000 - \$124,999	1,625	11.26
CY HHs, Inc \$125,000 - \$149,999	779	5.40
CY HHs, Inc \$150,000 - \$199,999	788	5.46
CY HHs, Inc \$200,000 - \$249,999	213	1.48
CY HHs, Inc \$250,000 - \$499,999	187	1.30
CY HHs, Inc \$500,000+	34	0.24

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$73,420	
2014 Est. Median Household Income	\$59,869	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	63,636	
Black or African American Alone	29,968	
American Indian and Alaska Native Alone	55,777	
Asian Alone	69,294	
Native Hawaiian and Other Pacific Islander Alone	16,070	
Some Other Race Alone	56,014	
Two or More Races	38,420	
Hispanic or Latino	48,525	
Not Hispanic or Latino	65,376	
2014 Est. Family HH Type, Presence Own Children	10,665	
Married-Couple Family, own children	3,629	34.03
Married-Couple Family, no own children	4,358	40.86
Male Householder, own children	479	4.49
Male Householder, no own children	413	3.87
Female Householder, own children	1,102	10.33
Female Householder, no own children	685	6.42
2014 Est. Households by Household Size	14,432	
1-person household	3,182	22.05
2-person household	4,664	32.32
3-person household	2,617	18.13
4-person household	2,161	14.97
5-person household	1,116	7.73
6-person household	464	3.22
7 or more person household	229	1.59

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DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.71	
2014 Est. Households by Presence of People	14,432	
Households with 1 or more People under Age 18:	5,885	40.78
Married-Couple Family	3,967	67.41
Other Family, Male Householder	571	9.70
Other Family, Female Householder	1,280	21.75
Nonfamily, Male Householder	51	0.87
Nonfamily, Female Householder	17	0.29
Households no People under Age 18:	8,547	59.22
Married-Couple Family	4,020	47.03
Other Family, Male Householder	322	3.77
Other Family, Female Householder	509	5.96
Nonfamily, Male Householder	1,977	23.13
Nonfamily, Female Householder	1,720	20.12
2014 Est. Households by Number of Vehicles	14,432	
No Vehicles	632	4.38
1 Vehicle	4,286	29.70
2 Vehicles	6,559	45.45
3 Vehicles	2,174	15.06
4 Vehicles	605	4.19
5 or more Vehicles	177	1.23
2014 Est. Average Number of Vehicles	1.90	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	11,154	
2014 Estimate	10,665	
2010 Census	10,375	
2000 Census	10,169	
Growth 2014-2019	4.58%	
Growth 2010-2014	2.80%	
Growth 2000-2010	2.02%	
2014 Est. Families by Poverty Status	10,665	
2014 Families at or Above Poverty	9,602	90.03
2014 Families at or Above Poverty with Children	4,640	43.51
2014 Families Below Poverty	1,064	9.98
2014 Families Below Poverty with Children	804	7.54
2014 Est. Pop Age 16+ by Employment Status	29,828	
In Armed Forces	21	0.07
Civilian - Employed	18,224	61.10
Civilian - Unemployed	1,452	4.87
Not in Labor Force	10,132	33.97
2014 Est. Civ Employed Pop 16+ Class of Worker	18,660	
For-Profit Private Workers	14,059	75.34
Non-Profit Private Workers	676	3.62
Local Government Workers	1,745	9.35
State Government Workers	713	3.82
Federal Government Workers	306	1.64
Self-Emp Workers	1,159	6.21
Unpaid Family Workers	2	0.01

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DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	18,660	
Architect/Engineer	915	4.90
Arts/Entertain/Sports	362	1.94
Building Grounds Maint	517	2.77
Business/Financial Ops	324	1.74
Community/Soc Svcs	166	0.89
Computer/Mathematical	298	1.60
Construction/Extraction	1,779	9.53
Edu/Training/Library	1,222	6.55
Farm/Fish/Forestry	38	0.20
Food Prep/Serving	1,235	6.62
Health Practitioner/Tec	697	3.74
Healthcare Support	482	2.58
Maintenance Repair	541	2.90
Legal	164	0.88
Life/Phys/Soc Science	455	2.44
Management	1,365	7.32
Office/Admin Support	2,668	14.30
Production	1,919	10.28
Protective Svcs	656	3.52
Sales/Related	1,590	8.52
Personal Care/Svc	472	2.53
Transportation/Moving	795	4.26
2014 Est. Pop 16+ by Occupation Classification	18,660	
Blue Collar	5,035	26.98
White Collar	10,225	54.80
Service and Farm	3,400	18.22

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	18,448	
Drove Alone	15,882	86.09
Car Pooled	1,707	9.25
Public Transportation	19	0.10
Walked	221	1.20
Bicycle	49	0.27
Other Means	229	1.24
Worked at Home	340	1.84
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	7,468	
15 - 29 Minutes	7,249	
30 - 44 Minutes	1,338	
45 - 59 Minutes	630	
60 or more Minutes	1,380	
2014 Est. Avg Travel Time to Work in Minutes	22.53	
2014 Est. Tenure of Occupied Housing Units	14,432	
Owner Occupied	9,731	67.43
Renter Occupied	4,701	32.57
2014 Owner Occ. HUs: Avg. Length of Residence	18.1	
2014 Renter Occ. HUs: Avg. Length of Residence	6.2	

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DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	9,731	
Value Less than \$20,000	470	4.83
Value \$20,000 - \$39,999	311	3.20
Value \$40,000 - \$59,999	504	5.18
Value \$60,000 - \$79,999	934	9.60
Value \$80,000 - \$99,999	1,294	13.30
Value \$100,000 - \$149,999	2,569	26.40
Value \$150,000 - \$199,999	2,184	22.44
Value \$200,000 - \$299,999	1,160	11.92
Value \$300,000 - \$399,999	177	1.82
Value \$400,000 - \$499,999	67	0.69
Value \$500,000 - \$749,999	35	0.36
Value \$750,000 - \$999,999	8	0.08
Value \$1,000,000 or more	19	0.20
2014 Est. Median All Owner-Occupied Housing Value	\$126,339	
2014 Est. Housing Units by Units in Structure	15,924	
1 Unit Attached	169	1.06
1 Unit Detached	10,964	68.85
2 Units	114	0.72
3 or 4 Units	472	2.96
5 to 19 Units	2,199	13.81
20 to 49 Units	628	3.94
50 or More Units	453	2.84
Mobile Home or Trailer	867	5.44
Boat, RV, Van, etc.	59	0.37

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	15,924	
Housing Unit Built 2005 or later	1,104	6.93
Housing Unit Built 2000 to 2004	852	5.35
Housing Unit Built 1990 to 1999	1,667	10.47
Housing Unit Built 1980 to 1989	3,488	21.90
Housing Unit Built 1970 to 1979	3,866	24.28
Housing Unit Built 1960 to 1969	1,876	11.78
Housing Unit Built 1950 to 1959	2,347	14.74
Housing Unit Built 1940 to 1949	558	3.50
Housing Unit Built 1939 or Earlier	165	1.04
2014 Est. Median Year Structure Built **	1978	



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach - It's not about data. It's about your success.

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Acknowledgements

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2013/2014, ESRI 2013, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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